

# Value Added NEWSLETTER

Montana Department of Agriculture

May -June 2002

I have learned that **success** is to be measured not so much by the position that one has reached in life as by the **obstacles** which he has overcome while trying to succeed. -Booker T. Washington

## Montana Trade Group Concludes Mexico Trade Mission

HELENA, Mont. - Attending 11 meetings in three days is not the preferred way to see Mexico. But the busy schedule allowed a state trade delegation to accomplish its aims of building relationships with Mexican brewing companies that are customers of Montana malting barley.

"We were extremely well received, and we heard both at Mexico City and at Monterrey that one-to-one relationships are important to conducting business in Mexico," said Lieutenant Governor Karl Ohs, who led the trip.

The nine-member trade delegation returned from the meetings late Thursday, April 25. While in Mexico, they met with government officials including the lieutenant governor of Nuevo Leon in northern Mexico, where a large Mexican brewery is situated. They also met with representatives of malting, grain trading and brewing companies including Grupo Modelo and Cerveceria Cuauhtemoc-Moctezuma, which produce 95 percent of the beer brewed in Mexico.

Director Ralph Peck of the Montana Department of Agriculture said he was particularly happy with the group's reception at Grupo Modelo, the maker of Corona Extra beer. Grupo Modelo has announced plans for a new malting plant at Idaho Falls, Idaho, and has expressed interest in purchasing barley from Montana growers.

"We have some follow-up work to do, to bring our objectives with Mexico to fruition," Peck said. Hosts of the delegation were invited to Montana to see the state's barley growing regions and facilities, he added.

For more information please contact: Brent Poppe at (406) 444-2402 or at [agr@state.mt.us](mailto:agr@state.mt.us)

## Free Listing in Directory

The second edition of the Montana Food & Beverage Directory is being developed for distribution in 2003. This directory serves as a resource for food and beverage producers and industry representatives in locating products and services. Your business can be included in the directory free-of-charge by completing an inclusion form and returning it to the Montana Department of Agriculture by June 15, 2002. The form should be coming to you via mail in May.

The Food & Beverage Directory caters directly to individuals searching for food and beverage related products. Another directory, the Agriculture Business & Resource Directory is intended to serve agricultural producers by listing businesses that supply the products necessary for production agriculture. Inclusion forms for this publication will be out this summer. Both the Montana Agriculture Business & Resource Directory and the Montana Food & Beverage Directory will be distributed upon request, given out at fairs and exhibitions, and will be available online at our web site [www.agr.state.mt.us](http://www.agr.state.mt.us). Please take advantage of this opportunity to reach a wide variety of potential consumers.

## Trade Show Review Corner

### Made In Montana Food & Gift Show: Great Falls, MT

Contact: Rebecca Baumann, (406) 444-4392, [www.madeinmontanausa.com](http://www.madeinmontanausa.com)

This show's 100+ food and gift exhibitors attract over 400 gift, specialty and grocery store buyers from throughout the Northwest United States. Companies interested in exhibiting must be members of the Made In Montana Program. For information about the program, contact Rebecca Baumann. Booths cost \$200 (8' x 10'), and other costs vary. Comments from a past attendee: *This show is a great show to learn more about how to exhibit at national trade shows. I learned a lot!*

### Jubilee Gift Basket Trade Show: Las Vegas, Nevada

Contact: Randy White, (800) 729-6338, [www.giftbasketjubilee.com](http://www.giftbasketjubilee.com)

Bringing together over 170 exhibitors of gift basket items, this show attracts approximately 2,500 buyers from all over the United States. Exhibitors specialize in items used in constructing gift baskets (ribbon, baskets, etc.) as well as actual gift items (candy, cookies, etc.). According to a prior participant, it costs approximately \$4,450 to attend this show (including booth space-\$1,095, show services-\$25, shipping & storage-\$350, approximate travel expenses-\$1,165, other costs-variable). Past attendees gave these comments: *To do well at this show, your package size (and therefore cost) must be small enough for gift baskets, your packaging must be pretty, your product should be displayed in a basket idea, and try to offer a show special.*

### Trade Show Assistance Program

Contact: Angelyn Stonebraker, (406) 444-2402, [agr@state.mt.us](mailto:agr@state.mt.us)

The Montana Department of Agriculture Trade Assistance Program (TSAP) assisted seven companies with attending both local and national trade shows during the winter quarter. The next application deadline is June 30, 2002. For an application or for more information on the Trade Show Assistance Program, contact Angelyn Stonebraker (contact information above). Program guidelines and trade show exhibiting tips are available at the Montana Department of Agriculture's web site at [www.agr.state.mt.us](http://www.agr.state.mt.us).

As part of the assistance available through the TSAP, a department representative will be available at select trade shows throughout the year to assist Montana agricultural attendees. Angelyn Stonebraker will be attending All Things Organic in Austin, Texas from May 8-12, 2002, and the National Restaurant Association trade show in Chicago, Illinois from May 18-21, 2002. If you are attending and would like to request assistance, contact Angelyn (contact information above).

## 2002 Trade Shows

### Specialty Food Industry

Jun 21-25	Dallas Nat'l Gourmet Food Show	Dallas, TX, USA	800-521-0977	Gourmet food items
Jul 7-9	Fancy Food Show—Summer	New York, USA	708-786-4120	Specialty foods
Sep 9-12	Fine Food Australia	Sydney, Australia	61 3 9261 4500	Gourmet food items
Sep 21-23	Atlanta Gourmet Show	Atlanta, GA, USA	1-800-ATL-MART	Gourmet food items
Sep 21-24	Dallas Gourmet Food Show	Dallas, TX, USA	800-325-6587	Gourmet food items

### Food Service & Hospitality Industry

Jun 24-26	MT School Food Service Assn. Show	Billings, MT	406-654-1034	Food service industry.
Aug 24-26	Western Food Service Industry Expo	San Francisco, CA	866-608-3275	Food service & hospitality products.
Oct 23-24	Food, Beverage, & Lodging Expo	Timonium, MD	410-290-6800	Food service products.

### Grocery & Convenience Store Industry

Jun 18-19	Concessionaires Trade Show	Ft. Lauderdale, FL	312-236-3858	Food & beverage concessions.
Jul 24-25	Supermarket & Conv. Store Expo	Dallas, TX	800-856-8342	Grocery & convenience items.
Sep 22-25	Western Food Industry Expo	Las Vegas, NV	916-448-3545	Grocery store items.

### Gift Industry

Aug 3-7	San Francisco Int'l Gift Fair	San Francisco, CA	405-346-6666	Gifts, gourmet, and housewares items.
Aug 17-21	Seattle Gift Show	Seattle, WA	415-346-6666	Gifts, gourmet, and housewares items.
Aug 23-25	Billings Market Association	Billings, MT	406-652-6132	Gift & specialty food items.
Aug 24-27	Denver Merchandise Mart	Denver, CO	800-289-6278	Gift, jewelry, home furnishing items.

### Natural & Organic Trade Shows

Jun 22-24	Int'l New Age Trade Show West	Denver, CO	800-346-1212	Personal care items, natural products.
Sep 17-19	Organic & Health Ing. Promotion*	Paris, France	ccintl@bizopp.state.nv.us	Consumer organic & health products.

### Industry-Specific Trade Shows

Jun 4-6	All Candy Expo	Chicago, IL	703-790-5750	Candy industry.
Jun 4-9	Retail Confectioners Int'l	Chicago, IL	800-545-5381	Candy industry.
Aug 14-15	Bar Essentials Expo	Chicago, IL	301-493-5500	Bar beverages, services & technologies.
Sep 17-19	Bar Essentials Expo	New York, NY	301-493-5500	Bar beverages, services & technologies.
Sep 20-22	NASCORE	Portland, OR	800-548-0551	Specialty coffee & beverage items.

## Financial Assistance Deadlines

July 31	GTA Investment App. Deadline	MT Dept. Agriculture	406-444-2402	Value-added financial assistance.
July 31	Trade Show Assistance App. Deadline	MT Dept. Agriculture	406-444-2402	Financial assistance to attend shows.

\*Please contact the Montana Department of Agriculture for more information.

+For international calls, please contact your local telephone company for dialing information.

+For website information about each trade show, please refer to the Deptment's website at [www.agr.state.mt.us](http://www.agr.state.mt.us).

## 2002 Information

"From Recipe to Reality" the first session of a two part seminar that focuses on the entrepreneurial development of food manufacturing is being offered on various dates. Course dates are June 6, August 2, August 19 or October 11 in either Chicago, IL or Jefferson City, MO. For more information contact the University of Nebraska-Lincoln at 402-472-8930.

The Department's Trade Show Assistance Program is now offering information on trade shows that your fellow Montana companies are attending. This resource may be useful when planning your trade show attendance for the coming year. For information on other shows, visit the Trade Show Review Corner Archives at [www.agr.state.mt.us/business/TradeShowCorner.shtml](http://www.agr.state.mt.us/business/TradeShowCorner.shtml).

STATE DOCUMENTS COLLECTION

JAN 20 2004

MONTANA STATE LIBRARY  
1515 E 6th AVE  
HELENA, MONTANA 59606

Value-Added Montana  
is published by the  
Montana Dept. of Agriculture  
Agriculture Development Division  
PO Box 200201, Helena, MT 59620  
(406)444-2402, fax:(406)444-9442  
e-mail:agr@state.mt.us  
Director - Ralph Peck  
Marketing Staff  
Brent Poppe, Bureau Chief  
Quinn Holzer, Angelyn Stonebraker, Matt McKamey,  
Sarah Goan, Sarah Walker, Misti Pilster

Montana Department of Agriculture  
Agriculture Development Division  
PO Box 200201  
Helena, MT 59620-0201

Value Added  
NEWSLETTER



Montana Department of Agriculture

March-April 2002

The beginning is the most important part of the work. ~Plato~

## Trade Show Review Corner

Contact: Angelyn Stonebraker, (406) 444-2402, [astonebraker@state.mt.us](mailto:astonebraker@state.mt.us)

Through the Department's Trade Show Assistance Program (TSAP), information about the trade shows that Montana companies are attending is available. This information is helpful to companies when planning which trade shows to attend during the coming year. For information on other shows, visit the Trade Show Review Corner Archives at [www.agr.state.mt.us/business/TradeShowCorner.shtml](http://www.agr.state.mt.us/business/TradeShowCorner.shtml). For information on the TSAP, visit [www.agr.state.mt.us/business/TSAP.shtml](http://www.agr.state.mt.us/business/TSAP.shtml).

### Seattle Gift Show: Seattle, Washington

Contact: Mary Jane Craig, (415) 447-3238, [www.seattlegift.com](http://www.seattlegift.com)

Targeting independent retailers, including gift and gourmet shops, this show attracts over 12,000 buyers throughout the United States, primarily from the Northwest. While the show gathers over 900 exhibitors, a special section, called the FoodFocus, houses approximately 100 specialty food and gourmet companies, of which most are small, family-owned operations. Booths cost approximately \$1,400 and other costs vary. Advice from a past attendee: *Register early so that you are assured of getting a spot in the FoodFocus section. The buyers you meet in this section specifically focus on specialty food and gourmet items.*

### Billings Market Association, Billings, Montana

Contact: Shawna Valentine, (406) 652-6132, [blsmarket@aol.com](mailto:blsmarket@aol.com)

Although the market is held four times per year, staff advise that February and August tend to be the best markets for specialty food exhibitors, hosting 250 (February) and 200 (August) gift, clothing and specialty food vendors. The buyers number 1,450 and 575 respectively and are primarily from Montana and the Northwest. To participate, companies must become a member of the association at a cost of \$100 and pay annual dues of \$100 as well. The show fee is \$50 and a 12x12 booth costs \$178. Past attendees gave this advice: *This show is a great value. The buyers attending are excited about the products and make orders, so I always at least break-even.*

## Montana's Grocery Products Promotion



Contact: Angelyn Stonebraker, (406) 444-2402, [astonebraker@state.mt.us](mailto:astonebraker@state.mt.us)

If you have not yet signed up to participate in the Montana's Choice grocery products promotion, you will miss out on an opportunity to join over 70 Montana companies in marketing Montana agricultural products in grocery stores statewide. From the end of March through the end of May, an educational and kickoff campaign will run statewide, featuring Montana's excellent food and agricultural products in grocery stores.

Point-of-purchase materials, including product identifiers known as shelf talkers and posters have been developed to attract consumers' attention to Montana products on grocery shelves. Consumers are informed about the meaning of the promotion during the kickoff events in local groceries, at which the Montana's Choice logo and other materials will be introduced to the public. Local producers and manufacturers will have product samples available, and local media is invited to participate. The Montana's Choice promotion will continue beyond the kickoff with the year-round placement of the shelf-talkers and continual media outreach. Participation is FREE, so sign up today!

## From the Director



*With the New Year well under way, now is a good time to reflect on the accomplishments of the last year and take stock of the Montana Department of Agriculture's mission to encourage and promote production and marketing for agriculture and allied industries.*

The Department offers financial assistance for marketing and business development through the Growth Through Agriculture (GTA) program and the Trade Show Assistance Program (TSAP). GTA assisted over thirty agriculture-focused businesses last year with business and product development and marketing goal achievement. Furthermore, the TSAP helped three Montana companies with domestic trade show attendance in the fourth quarter. These programs enjoyed great success during 2001, and we hope to continue that trend in 2002.

Last year, 42 agribusinesses promoted their products to over 400 buyers from around the Northwest at the annual Made in Montana Food and Gift Show. The Montana Department of Agriculture and the Montana Department of Commerce co-sponsor this event with great success every year, and this year, the fifth annual Made In Montana Food and Gift show promises to be the most successful yet!

Many of the agribusinesses participating in the Made In Montana show are also taking part in a new media promotion from the Department. Airing now on twelve of Montana's fifteen television stations are Public Service Announcements (PSAs) the Montana Department of Agriculture developed to increase consumer awareness of Montana products and promote over 70 Montana companies.

The Department also sponsored livestock industry promotions in 2001, including beef promotions to Mexico and Canada, plus a sheep promotion tied to the Montana Ram Sale in Miles City. These promotions build and generate sales for Montana livestock producers, while enhancing long term relationships with producers around the globe.

*With a successful 2001 behind us, we anticipate an even better 2002. The Department's Agriculture Marketing & Business Development Bureau looks forward to assisting even more Montana agribusinesses in the coming year.*

STATE DOCUMENTS COLLECTION

Sincerely,

JAN 20 2004

Ralph Peck, Director

MONTANA STATE LIBRARY  
1515 E. 6th AVE  
HELENA, MONTANA 59620

## 2002 Trade Shows

### Specialty Food Industry

May 5-7	Fancy Food Show—Spring	Chicago, IL	708-786-4120	Specialty foods.
May 18-21	American Food Fair	Chicago, IL	703-876-0900	Food & beverage ingredients.
Jun 21-25	Dallas Nat'l Gourmet Food Show	Dallas, TX	800-521-0977	Gourmet food items.

### Food Service & Hospitality Industry

May 1	Foodservice Buying Mission	*Various	360-693-3373	Food service products.
May 1	Reverse Mission -	China*	Various *	Food service products.
May 18-21	Nat'l Restaurant Assn. Trade Show	Chicago, IL	312-853-2525	Food service & hospitality products.
Jun 24-26	MT School Food Service Assn. Show	Billings, MT	406-654-1034	Food service industry.

### Grocery & Convenience Store Industry

May 5-7	US Food Export Showcase	Chicago, IL	703-876-0900	Food & beverage grocery products.
Jun 18-19	Concessionaires Trade Show	Ft. Lauderdale, FL	312-236-3858	Food & beverage concessions.

### Gift Industry

Apr 27-29	Billings Market Association	Billings, MT	406-652-6132	Gift & specialty food items.
Aug 3-7	San Francisco Int'l Gift Fair	San Francisco, CA	405-346-6666	Gifts, gourmet, and housewares items.

### Natural & Organic Trade Shows

May 8-11	All Things Organic	Austin, TX	517-327-9207	Organic products (exclusively).
May 15-17	Neutraceutical Food Ingredients*	Tokyo, JAPAN	*	Natural products.
Jun 22-24	Int'l New Age Trade Show West	Denver, CO	800-346-1212	Personal care items, natural products.

### Industry-Specific Trade Shows

Apr 28-30	Bakery Showcase	Etobicoke, Canada	905-405-0288	Bakery product ingredient/machine
May 3-6	Specialty Coffee Assn. Trade Show	Anaheim, CA	949-838-0024	Specialty coffee & beverage items.
Jun 4-6	All Candy Expo	Chicago, IL	703-790-5750	Candy industry.
Jun 4-9	Retail Confectioners Int'l	Chicago, IL	800-545-5381	Candy industry.

## 2002 Financial Assistance Deadlines

Apr 30	GTA Investment App. Deadline	MT Dept. Agriculture	406-444-2402	Value-added financial assistance.
Apr 30	Trade Show Assistance App. Deadline	MT Dept. Agriculture	406-444-2402	Financial assistance to attend shows.

\*Please contact the Montana Department of Agriculture for more information.

+For international calls, please contact your local telephone company for dialing information.

+For website information about each trade show, please refer to the MT Dept of Agriculture's website [agr.state.mt.us](http://agr.state.mt.us).

## Small Business Resource

The U.S. Small Business Administration recently launched [www.BusinessLaw.gov](http://www.BusinessLaw.gov) a website for small businesses that need information on government regulations and laws. Plain English guides allow you to use wizards, read mini-tutorials and follow links to gain a basic understanding of the laws that affect each phase of small business progression. State and local information is available so that companies can learn about the laws that apply to their businesses. In addition, there is federal regulatory information available about flexibility, fairness and notice requirements.

## Meat Processing Opportunity

The Montana Department of Agriculture is working with Dr. Gary Brester and his *Agriculture Economics 445* course at Montana State University—Bozeman to examine the rendering situation in Montana. The class will participate in discussions with guest speakers from various entities of the meat processing industry in Montana to look at possible ways to make rendering feasible in Montana. The students will address their findings and offer some potential solutions during the final presentation in late April. For more information, contact Matt McKamey at (406) 444-2402 or by e-mail at [mmckamey@state.mt.us](mailto:mmckamey@state.mt.us).

Matt is also working on genetics promotions for the livestock industry in Montana. Current plans include trade missions to Canada, China, Russia and Argentina. If you are interested in international marketing of your livestock genetics, hosting a reverse trade mission, or if you have general questions regarding export of your genetics, please contact Matt.

Value-Added Montana  
is published by the  
Montana Dept. of Agriculture  
Agriculture Development Division  
PO Box 200201, Helena, MT 59620  
(406) 444-2402, Fax: (406) 444-9442  
e-mail: [agr@state.mt.us](mailto:agr@state.mt.us)  
Director - Ralph Peck  
Marketing Staff  
Brent Poppe, Bureau Chief  
Quinn Holzer, Angelyn Stonbraker, Matt McKamey,  
Sarah Goan, Mike Sullivan, Sarah Walker

# Value Added NEWSLETTER

Montana Department of Agriculture

July - August 2002

"The secret of success is constancy to purpose." Benjamin Disraeli

## Trade Show Review Corner

The Montana Department of Agriculture's [Trade Show Assistance Program](#) is now offering information on trade shows that your fellow Montana companies are attending. This resource may be useful when planning your trade show attendance for the coming year. For information on other shows, visit the Trade Show Review Corner Archives at [www.agr.state.mt.us/business/TradeShowCorner.shtml](http://www.agr.state.mt.us/business/TradeShowCorner.shtml).

### All Things Organic—Austin, Texas

Contact: Dale Power-Wells, (517) 575-0119

Held annually in May, this show is geared specifically for companies selling organic ingredients and retail ready products, to wholesale and retail buyers. Typically, there are 1,800 exhibitors with over 10,000 national and international buyers attending the show. According to a prior participant, it costs approximately \$4,000 to attend this show (including booth space-\$700, display-variable, furnishings-\$234, show services-\$286, shipping and storage-variable, advertising and promotion-variable, and travel costs-variable). Advice from a past attendee: *This show seems to be oriented more towards ingredient, rather than retail products. However, companies with retail products might do well to attend but not exhibit.*

### National Restaurant Association—Chicago, Illinois

Contact: Customer Service, (312) 853-2525

Held annually in May, this show houses over 2,000 exhibitors who aim their efforts at 70,000 national and international hospitality industry buyers. While the total cost fluctuates, many of the costs of attending this show are considerable. Booth spaces cost \$24.50 per square foot (a 10' x 10' booth costs \$2,450), and show services can be quite expensive. Past attendee's advice: *This show is very large, filled with booths that can be as big as 1,000 square feet, but don't be overwhelmed! Be prepared to sell the buyers on service and convenience.*

## Montana Business Connections Online Resources

An extensive database of resources for businesses, assistance providers, and economic developers is available at the University of Montana-Missoula. The Business Resource System of Montana Business Connections (MBC) contains listings and links to many of the organizations and programs that work with businesses throughout the state. There are several ways to search and browse the database and there is also a calendar of events relevant to Montana businesses. [www.mbc.umont.edu](http://www.mbc.umont.edu)

There is also an online resource for Montana's manufacturers, the Montana Manufacturing Information System (MMIS). The goal of the MMIS is to make it easier for Montana's manufacturers to find out if there are other Montana companies they can buy from, sell to, and partner with before looking outside the state. It will also be a vehicle for marketing their products, services and capabilities. Currently the MMIS contains mostly wood products manufacturers. Manufactures of machinery, equipment, instruments and fabricated metal products are being added, and plans are under way to add the other sectors of Montana's manufacturing industry. The MMIS is supported by the U.S. Department of Commerce. [www.mmis.umont.edu](http://www.mmis.umont.edu)

For more information on MBC or MMIS, contact Bob Campbell at (406) 243-4009 or by e-mail at [bob.campbell@business.umont.edu](mailto:bob.campbell@business.umont.edu).

## From the Director



The Montana Department of Agriculture constantly strives to provide better service and support to our industry partners. Our staff is always ready to assist with any questions you might have, as well as to provide valuable information concerning your company's business and marketing ventures. Keeping up on market trends and resource information can prove to be a vital aspect of a successful business. This issue of the newsletter provides several sources of information to assist your business.

The world-wide-web provides a wide range of information pertinent to the food processing and value-added agricultural industry. Business resources, assistance organizations, research centers, other food entrepreneurs, workshops, federal guidelines and more can be found with a few clicks of mouse.

Another valuable resource on the internet is the Montana Department of Agriculture's website. The website at [www.agr.state.mt.us](http://www.agr.state.mt.us) offers current updates, department program listings and descriptions, business and marketing assistance and other available resources. Be sure to visit the website and check for all the happenings at the Montana Department of Agriculture.

I encourage you to utilize all the assistance offered through the department and wish you continued success in your business endeavors.

Sincerely,

W. Ralph Peck

## Steps to Agriculture Business Development

This online resource provides valuable and much needed information to food and value-added entrepreneurs. This intensive online resource covers all aspects of developing a business, including, introduction, the idea, organization, feasibility, planning, capital, production and marketing. Information available from this resource provides one with a detailed outline to developing an agricultural business. The section include expert advice, quizzes, worksheets, important details, strategies and more. The website is located at [www.iowaagopportunity.org/steps/stepshomepage.html](http://www.iowaagopportunity.org/steps/stepshomepage.html).

## 2002 Trade Shows

### Specialty Food Industry

Sep 9-12	Fine Food Australia	Sydney, Australia	61 3 9261 4500	Gourmet food items
Sep 21-23	Atlanta Gourmet Show	Atlanta, GA, USA	1-800-ATL-MART	Gourmet food items
Sep 21-24	Dallas Gourmet Food Show	Dallas, TX, USA	800-325-6587	Gourmet food items

### Food Service & Hospitality Industry

Aug 24-26	Western Food Service Industry Expo	San Francisco, CA	866-608-3275	Food service & hospitality products.
Oct 23-24	Food, Beverage, & Lodging Expo	Timonium, MD	410-290-6800	Food service products.

### Grocery & Convenience Store Industry

Sep 22-25	Western Food Industry Expo	Las Vegas, NV	916-448-3545	Grocery store items.
-----------	----------------------------	---------------	--------------	----------------------

### Gift Industry

Aug 3-7	San Francisco Int'l Gift Fair	San Francisco, CA	405-346-6666	Gifts, gourmet, and housewares items.
Aug 17-21	Seattle Gift Show	Seattle, WA	415-346-6666	Gifts, gourmet, and housewares items.
Aug 23-25	Billings Market Association	Billings, MT	406-652-6132	Gift & specialty food items.
Aug 24-27	Denver Merchandise Mart	Denver, CO	800-289-6278	Gift, jewelry, home furnishing items.

### Natural & Organic Trade Shows

Sep 17-19	Organic & Health Ing. Promotion <sup>+</sup>	Paris, France	ccintl@bizopp.state.nv.us	Consumer organic & health products.
-----------	--	---------------	---------------------------	-------------------------------------

### Industry-Specific Trade Shows

Aug 14-15	Bar Essentials Expo	Chicago, IL	301-493-5500	Bar beverages, services & technologies.
Sep 17-19	Bar Essentials Expo	New York, NY	301-493-5500	Bar beverages, services & technologies.
Sep 20-22	NASCOE	Portland, OR	800-548-0551	Specialty coffee & beverage items.

## 2002 Financial Assistance Deadlines

July 31	GTA Investment App. Deadline	MT Dept. Agriculture	406-444-2402	Value-added financial assistance.
July 31	Trade Show Assistance App. Deadline	MT Dept. Agriculture	406-444-2402	Financial assistance to attend shows.

\*Please contact the Montana Department of Agriculture for more information.

+For international calls, please contact your local telephone company for dialing information.

+For website information about each trade show, please refer to the Department's website at [www.agr.state.mt.us](http://www.agr.state.mt.us).

## FSIS Security Guidelines for Food Processors

In light of recent events and the push for greater homeland and food security, the Food Safety Inspection Service (FSIS) of the USDA has prepared guidelines for food processors dealing with meat, poultry and egg products. The guidelines are meant to be voluntary and include suggestions to help ensure the security of one's operation. The guidelines address security issues such as food security plans, outside, inside, slaughter and processing, storage, shipping and receiving, water and ice supply, mail as well as personnel. To view the guidelines visit

[www.fsis.usda.gov/oa/topics/biosecurity.htm](http://www.fsis.usda.gov/oa/topics/biosecurity.htm).

## Free Organic Company Listing

The export market is a growing opportunity for all organic food producers. Here is a new, free way to promote your products to the global market. The following link takes you to the new online directory of U.S. organic products, developed by the Organic Trade Association utilizing USDA trade development funds. All U.S. suppliers are welcome; you do not have to be a member of the OTA. Just click on "List your organic export company here" and complete the form. [www.ota.com/online%20directory/ed\\_home.htm](http://www.ota.com/online%20directory/ed_home.htm).

STATE DOCUMENTS COLLECTION

2002 6 26 2003

MONTANA STATE LIBRARY  
1515 E. 6th AVE.  
HELENA, MONTANA 59620

Value-Added Montana  
is published by the  
Montana Dept. of Agriculture  
Agriculture Development Division  
PO Box 200201, Helena, MT 59620  
(406)444-2402, fax:(406)444-9442  
e-mail: [agr@state.mt.us](mailto:agr@state.mt.us)  
Director - Ralph Peck  
Marketing Staff  
Brent Poppe, Bureau Chief  
Quinn Holzer, Angelyn Stonebraker, Matt McKamey,  
Sarah Goan, Sarah Walker, Missi Pister

Montana Department of Agriculture  
Agriculture Development Division  
PO Box 200201  
Helena, MT 59620-0201

# Value Added NEW S L E T T E R

Montana Department of Agriculture

September - October 2002

## Montana: Leader in Country of Origin Labeling

July 24-25, 2002 saw a whirlwind of discussion in Chicago as several National Association of State Departments of Agriculture (NASDA) members met and participated in a teleconference and meetings with industry representatives. From the Montana Department of Agriculture, Misti Pilster attended and Will Kissinger, Deputy Administrator, and Brent Poppe, AMBD Bureau Chief, participated in the conference call. Discussion focused on Country of Origin Labeling (COOL), implementation procedures, costs, segregation of animals, trace-ability, verification and other general trade concerns.

The second half of the conference involved several NASDA representatives as well as representatives from the USDA and Canadian Provincial officials. After several presentations on livestock trade between the U.S. and Canada and COOL guidelines in the new farm bill, a discussion session was held. Discussions focused primarily on how products would be labeled, most specifically if animals were raised in one country and then slaughtered and processed in another country. The law states that to be a product of the U.S., it must be "born, raised and slaughtered" in the U.S. Currently, there is no mandatory ID/tracking system in place in the U.S.

Several of the Canadian representatives expressed concerns that trade would be disrupted resulting in WTO trade actions. The conference participants were in favor of continued movement and trade of agricultural goods and services across the borders. One of the key objectives that came out of the meeting was to have profitable market-driven integration. Ultimately, the meetings served as a valuable tool to gather information and identify the key issues associated with COOL.

## Events & Information

**Montana Ram Sale:** Miles City, Fairgrounds, September 12

**Ethanol Workshop for Rural America:** Billings, October 15

For more information, please call EPAC at 406-785-3722 or log onto  
[www.ethanolmt.org](http://www.ethanolmt.org)

**NILE:** Billings, Metra Park, October 16-19

**FOODEX JAPAN 2003:** March 11-14 Makuhari Messe, Japan

*Deadline is October 18*

**Farmfair:** Edmonton, Alberta, November 1-10

**MSU Ag Appreciation Weekend and Ag Days:** Bozeman,  
November 15-16

"The person who figures out how to harness the collective genius of his or her organization is going to blow the competition away."

*(Walter Wriston)*

## Keys to Success In Value Added Agriculture

(Taken from Appropriate Technology Transfer for Rural Area's web site... full version of the article written by Holly Brown, NCAT Agriculture Specialist, is available at [www.attra.org/attra-pub/keystosuccess.html](http://www.attra.org/attra-pub/keystosuccess.html))

1. Start small and grow naturally
2. Make decisions based on good records
3. Create a high-quality product
4. Follow demand-driven production
5. Get the whole family or partners involved
6. Keep informed
7. Plan for the future
8. Continuous evaluation
9. Perseverance
10. Adequate capitalization

## Trade Show Briefing

### GROCERY INNOVATIONS CANADA 2002

October 27-29, Toronto, Canada

For more information contact Sharon Cook at 202-720-3425 or e-mail: [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov). Options include booth space or U.S. companies testing the market can send sample products for display in FAS' "American Café." FAS staff will prepare and distribute the samples.

### IEFP & PACK EXPO 2002

November 3-7, Chicago, IL

To learn more about this show visit:

[www.processfood.com/iefp](http://www.processfood.com/iefp)

This is the largest food processing and packaging show held in the U.S. This show is targeted to industry professionals looking for a competitive advantage in the food processing and packaging industry, opportunities to reduce equipment costs, and discover the latest equipment. Registrations received before October 11, 2002, will be discounted 50 percent.

## Montana Department of Agriculture Coordinates "A Chef for All Seasons" Food Ingredients Promotion in Japan

The Montana Department of Agriculture Marketing and Business Development Bureau, in cooperation with the WUSATA (Western United States Agricultural Trade Association), is taking the lead in organizing an intensive training seminar on Montana food ingredients scheduled for October 2-3, 2002 at the New Otani Hotel in Kumamoto City, Kyushu, Japan.

This opportunity will enable Montana producers to work directly with the food service industry in Japan, and to showcase the quality and versatility of their products to the importers, buyers, distributors and decision makers in Japan's Hotel, Restaurant and Institution (HRI) industry on Kyushu, a major test market in southwest Japan. Chef Carl Kurokawa of Julian's Restaurant in Billings will be leading the program titled, 'Japan HRI Food Ingredients Seminar, Culinary Applications for International Cuisines.'

An informal table-top trade show on October 8, 2002, hosted by the USDA Foreign Agricultural Service, Montana Department of Agriculture and Montana Department of Commerce in conjunction with the Montana-Kumamoto sister state/prefecture relationship, will follow the federally funded seminars. The seminars are the first step in an ongoing effort to promote the use of Montana's high quality food ingredients in Japanese HRI markets.

## 2002 Trade Shows

### Specialty Food Industry

Sep 9-12	Fine Food Australia	Sydney, Australia	61 3 9261 4500	Gourmet food items
Sep 21-23	Atlanta Gourmet Show	Atlanta, GA, USA	1-800-ATL-MART	Gourmet food items
Sep 21-24	Dallas Gourmet Food Show	Dallas, TX, USA	800-325-6587	Gourmet food items
Oct 20-22	Interbev	Atlanta, GA, USA	800-346-8372	Beverage industry.
Oct 26-28	Gourmet Food & Gift Show	Atlantic City, NJ	609-441-1046	Food & gift products.

### Food Service & Hospitality Industry

Oct 23-24	Food, Beverage, & Lodging Expo	Timonium, MD	410-290-6800	Food service products.
-----------	--------------------------------	--------------	--------------	------------------------

### Grocery & Convenience Store Industry

Sep 22-25	Western Food Industry Expo	Las Vegas, NV	916-448-3545	Grocery store items.
Oct 11-15	Fresh Summit	New Orleans, LA	302-738-7100	Fresh produce.
Oct 17-19	Nat'l Auto. Merchandising Assn. Expo	Atlanta, GA	312-346-0370	Vending products.
Oct 20-24	SIALL Paris (USA Pavillion)*	Paris, France	360-693-3373	Food & beverage products.

### Gift Industry

Oct 26-28	Billings Market Association	Billings, MT	406-652-6132	Gift & specialty food items.
Oct 6-8	Retailer's Bakery Assn. Expo	Atlantic City, NJ	800-638-0924	Bakery product ingredients & machinery.
Nov 3-7	Int'l Expo for Food Processors	Chicago, IL	703-684-1080	Food processing technology & equip.
Nov 3-7	Pack Expo	Chicago, IL	703-243-8555	Packaging machinery & innovations.
Nov 5-7	Foods/Ingredients Promotion*	London, England	ccintl@bizopp.state.nv.us	Food ingredients & consumer foods.

### Natural & Organic Trade Shows

Oct 4-6	Natural Products Expo East	Washington, DC	303-939-8440	Natural products.
Oct 24-27	Natural Products Northwest	Seattle, WA	360-385-1186	Natural & organic products.

### Industry-Specific Trade Shows

Oct 27	Barbeque Festival	Lexington, NC	336-956-1880	Sauces industry.
Nov 5-6	Kosherfest	Secaucus, NJ	212-981-3650	Kosher products.

## Financial Deadlines

Oct 31	GTA Investment App. Deadline	MT Dept. Agriculture	406-444-2402	Value-added financial assistance.
Oct 31	Trade Show Assistance App. Deadline	MT Dept. Agriculture	406-444-2402	Financial assistance to attend shows.

\*Please contact the Montana Department of Agriculture for more information.

+For international calls, please contact your local telephone company for dialing information.

+For website information about each trade show, please refer to the Department's website at [www.agr.state.mt.us](http://www.agr.state.mt.us).

## A New Opportunity...

Add up the cost of consultation, throw in free advice from guest speakers, multiply networking time with other successful business owners, and finally, add in a small amount for the materials. What you get is the *"Tilling the Soil of Opportunity"* *Agricultural Entrepreneurs NxLevel Course* — a large opportunity for today's innovative agricultural producers!

This 36-hour course is specifically designed to assist farmers, ranchers and other agricultural entrepreneurs wanting to improve or diversify their agricultural business. During the course producers will explore niche markets, distribution channels, production options, management controls, business structure, cash-flow management and financing. The focus of the course is on the individual producer's interests, resources and needs, and will ultimately provide a producer with the opportunity to develop their own ag-business plan.

### How to Participate...

"Tilling the Soil of Opportunity" training courses are available to producers through various host organizations around the state. The Montana Department of Agriculture and the Montana Department of Commerce are working to develop more course opportunities for agriculture entrepreneurs around the state. If you are interested in attending, coordinating or sponsoring, or just want more information regarding the *"Tilling the Soil of Opportunity"* *Agricultural Entrepreneurs NxLevel Course*, please contact Matt McKamey with the Montana Department of Agriculture at (406) 444-2402 or email at [mmckamey@state.mt.us](mailto:mmckamey@state.mt.us)

Value-Added Montana  
is published by the  
Montana Dept. of Agriculture  
Agriculture Development Division  
PO Box 200201, Helena, MT 59620  
(406) 444-2402, fax: (406) 444-9442  
e-mail: [agr@state.mt.us](mailto:agr@state.mt.us)  
Director - Ralph Peck  
Marketing Staff  
Brent Poppe, Bureau Chief  
Quinn Holzer, Angelyn Stonebraker, Matt McKamey,  
Sarah Coan, Sarah Walker, Misti Plister

DATE DOCUMENTS COLLECTION

2 6 2003

MONTANA STATE LIBRARY  
1515 E. 6th AVE.  
HELENA, MONTANA 59620

Montana Department of Agriculture  
Agriculture Development Division  
PO Box 200201  
Helena, MT 59620-0201



Montana Department of Agriculture

November - December 2002

## From the Director

Agricultural development is difficult yet wonderfully challenging. Here at the department we are doing our utmost to foster positive domestic and international relationships that will benefit Montana agribusiness.



Through efforts by the Montana Department of Agriculture, that benefit is now being realized in Montana. After a long period of negotiation and numerous meetings, Busch Agricultural Resources, Inc. announced in a press conference with Governor Martz, that they are beginning construction on a barley handling and storage facility in Sidney. The facility is scheduled to be finished by August 2003 and is estimated to cost just over \$7 million. The new Anheuser-Busch facility has the capacity to receive and ship 100,000 bushels per day with the capacity to store 1.5 million bushels.

This announcement brings a wonderful opportunity for Montana agriculture. We are pleased to have a new value-added market for Montana producers to utilize and with which to expand. Anheuser-Busch commented that Montana is an ideal location because of available water for production, possible acreage expansion and the commitment of the producers to grow the kind of quality barley needed for their operations. The facility provides another avenue for producers; is estimated to have a \$30 to \$60 million-dollar annual impact on the local economy, and will bring seven new jobs to Sidney.

The department also recently delivered a food ingredients promotion titled "A Chef for All Seasons" in Kumamoto, Japan. Using funds leveraged through the Western United States Agricultural Trade Association, the department's international marketing officer introduced a variety of Montana food ingredients to chefs, buyers, distributors and importers in the Japanese Hotel and Restaurant industry (HRI). Chef Carl Kurokawa of Billings traveled to Kumamoto with the department and demonstrated ways to incorporate quality Montana ingredients into menus and recipes during a series of technical seminars. The program generated considerable interest in Montana products. Some participating companies have already been contacted by Japanese companies, and the project has opened the way for building business relationships with buyers, importers and distributors in Japan. Follow-up activities to support this program are in the works.

We are excited about the progress being made toward adding value to agriculture in Montana. As you develop and continue your agribusiness venture, remember the Department of Agriculture's staff is always available for support. Our staff is qualified, knowledgeable and prepared to offer assistance in the areas of domestic and international marketing, industry development, business development, and other areas related to the ever-evolving field of agriculture. Please feel free to contact the department at any time.

Best Wishes for the Holiday Season,

Ralph Peck

"Every job is a self-portrait of the person who did it. Autograph your work with excellence."

-Mark Twain-

## Canadian Sheep Producers Buy Montana Rams

Canadian sheep producers bought 24 of the 302 breeding animals sold at the annual Montana Ram Sale held in Miles City, according to the Montana Department of Agriculture.

"We hosted nine Canadian producers at the sale this year. The buyers were impressed with the quality of Montana rams, and they backed up their comments with purchases," says Ralph Peck, director of the department.

The Montana Woolgrowers Association sponsored the 53<sup>rd</sup> annual Montana Ram Sale. The Montana Department of Agriculture, in cooperation with the U.S. Livestock Genetics Export, Inc. (USLGE) and USDA's Foreign Ag Service, hosted the Canadian buyers at the two-day event Sept. 11-12, 2002, in Miles City.

The department's international marketing effort is part of the Vision 2005 goal to increase the value of Montana's agricultural industry generally, and specifically the value of sheep and wool produced in the state.

In 2001, the first year of the international marketing effort, five Canadian buyers attended the sale and purchased 13 rams. Ten additional rams were purchased directly from Montana producers after the 2001 sale. Three of those buyers returned to the sale this year.

For more information about the department's livestock and meat marketing efforts, contact Misti Pilster of the department's Agricultural Development Division (406) 444-2402, or by e-mail at [agr@state.mt.us](mailto:agr@state.mt.us).

## 2002 Trade Shows

### Specialty Food Industry

Jan 19-21	Fancy Food and Confections Show-Winter	San Francisco, CA	212-482-6440	Gourmet and confection
Jan 24-27	Hong Kong Int'l Food Fair	Hong Kong	+852 25615566	Food products

### Food Service & Hospitality Industry

Jan 19-21	Int'l Restaurant and Food Service Show	New York, NY	203-840-5518	Restaurant, food service
Jan 20-23	Hospitality Week	Birmingham	020-7886-3066	Hospitality products
Jan 28-29	WestEx 2003	Denver, CO	800-522-2972	Food service industry

### Grocery & Convenience Store Industry

Jan 24-27	Hong Kong Int'l Food Fair	Hong Kong	+ 852 256 15566	Food products
-----------	---------------------------	-----------	-----------------	---------------

### Gift Industry

Jan 9-13	Chicago New Year's Merchandise & Gift Show	Rosemont, IL	847-446-8434	Gifts and general merchandise
Jan 15-17	Winter Gift Show	Panama City Beach, FL	800-767-8618	Gift items
Jan 26-8	Tampa Bay Gift Show	Palmetto, FL	800-767-8618	Gift items

### Natural & Organic Trade Shows

Jan 4-6	Int'l New Age Trade Show East	Orlando, FL	415-447-3223	Personal care/natural products
Jan 21-23	Nutritionals Symposium and Exhibition	Anaheim, CA	310-445-4200	Natural and nutritional products

### Industry-Specific Trade Shows

Jan 22-24	Int'l Poultry Exposition	Atlanta, GA	770-493-9401	Poultry industry
Jan 27-28	Canadian Bar and Beverage Conference & Expo and DJ and Entertainment	Calgary, Alberta	204-954-2085	Bar and beverage

## Financial Deadlines

January 31	GTA Investment App. Deadline	MT Dept. Agriculture 406-444-2402	Value-added financial assistance.
January 31	Trade Show Assistance App. Deadline	MT Dept. Agriculture 406-444-2402	Financial assistance to attend shows.

\*Please contact the Montana Department of Agriculture for more information.

+For international calls, please contact your local telephone company for dialing information.

+For website information about each trade show, please refer to the Deptment's website at [www.agr.state.mt.us](http://www.agr.state.mt.us).

## E V E N T S

Holiday Festival of Gifts	November 29 through December 1, 2002	Missoula, MT
Montana Grain Growers Convention	December 4-6, 2002	Great Falls, MT
Montana Wool Growers Association Annual Convention	December 6-7, 2002	Billings, MT
Stockgrowers Annual Convention & Trade Show	December 11-14, 2002	Billings, MT
Young Ag Couples Conference	January 8-11, 2003	Helena, MT
Montana Weed Control Association Annual Meeting	January 14-16, 2003	Butte, MT
Montana Sugar Beet Symposium	January 14, 2003	Billings, MT
Ag Technologies Show	January 23-25, 2003	Billings, MT
Montana Ag Business Association	January 29-31, 2003	Great Falls, MT

## Montana Grain Industry Officials Meet with Canadian Pacific

Grain industry representatives and Montana officials met with Canadian Pacific Railway (CP) executives on Thursday, October 10, 2002, to urge CP to open a new Canadian route for shipping grain from northcentral Montana to West Coast ports.

"Our goal has been, and remains, to foster rail competition in Montana to assure that grain producers have the most efficient and effective transportation system possible to move products to market," says Ralph Peck, director of the Montana Department of Agriculture.

Canadian Pacific expressed a strong interest in moving Montana grain west through the Port of Vancouver in British Columbia, and requested more information of grain volumes now carried by rail, truck and barge. CP officials have said they already work closely with Union Pacific Railroad (UP) at other locations, and likely could work with UP to route grain cars from Canada down the West Coast to Portland.

For more information, contact Matt McKamey of the department's Agricultural Development Division (406) 444-2402 or by e-mail at [agr@state.mt.us](mailto:agr@state.mt.us).

STATE DOCUMENTS COLLECTION

SEP 26 2003

MONTANA STATE LIBRARY  
1515 E. 6th AVE.  
HELENA, MONTANA 59620

Value-Added Montana  
is published by the  
Montana Dept. of Agriculture  
Agriculture Development Division  
PO Box 200201, Helena, MT 59620  
(406)444-2402, fax:(406)444-9442  
e-mail:agr@state.mt.us  
Director - Ralph Peck  
Marketing Staff  
Brent Poppe, Bureau Chief  
Quinn Holzer, Angelyn DeYoung, Matt McKamey,  
Sarah Coan, Mike Sullivan, Sarah Walker, Missy Pilster

Montana Department of Agriculture  
Agriculture Development Division  
PO Box 200201  
Helena, MT 59620-0201